

I would like to comment on Sec. II 24-26. As a minority I can relate to times where I have felt underserved by broadcast stations. But I definitely believe there's plenty of issues that the Commission can consider to ensure the broadcasters serve the needs and interests of all significant segments of their communities. Starting with the Census, it can be a major tool to figure out what type of minority communities there is in each city, to properly distribute boardcast information that can benefit each community. Information from the Census could be used to issue surveys in a specific language. The surveys could help determine what is important and what the interest of that household is. This would allow the community to speak out and start to feel included. To get the most accurate results the surveys would have to get media coverage, to inform everybody of what's the purpose of the surveys and how they are going to affect everyone in the future. Commericals could be a wonderful tool to explain the importance of them. By having a deadline to turn them in by mail or even the internet this would ensure the Commission everyone has participated. If the survey hasn't been completed by mail or internet than have some one travel from house to house picking them up. Different deadlines could be issued to different communities. Another way in which broadcast stations can serve minority communities is by informing them of local events, allowing plenty of advertising time to inform the public (ex: expos or fairs that can educate or inform). Commericals can be great advertising and there should be more commerical time on local events on different stations in different languages. Another issue is informing the different minority groups of different ways to get an education. As a Hispanic minority I always see advertising on how to learn to speak English. But there is minorities like myself, who already know English and who might enjoy watching the Spanish station, but I would like to see more advertising for how to get an education instead of just how to learn to speak English. I would like to see or hear about more ways to get an education more often. By using certain tools we already have and by using them for multiple reasons, and with plenty of exposure for everyone the Commission can make a difference in the way the communities view the stations.